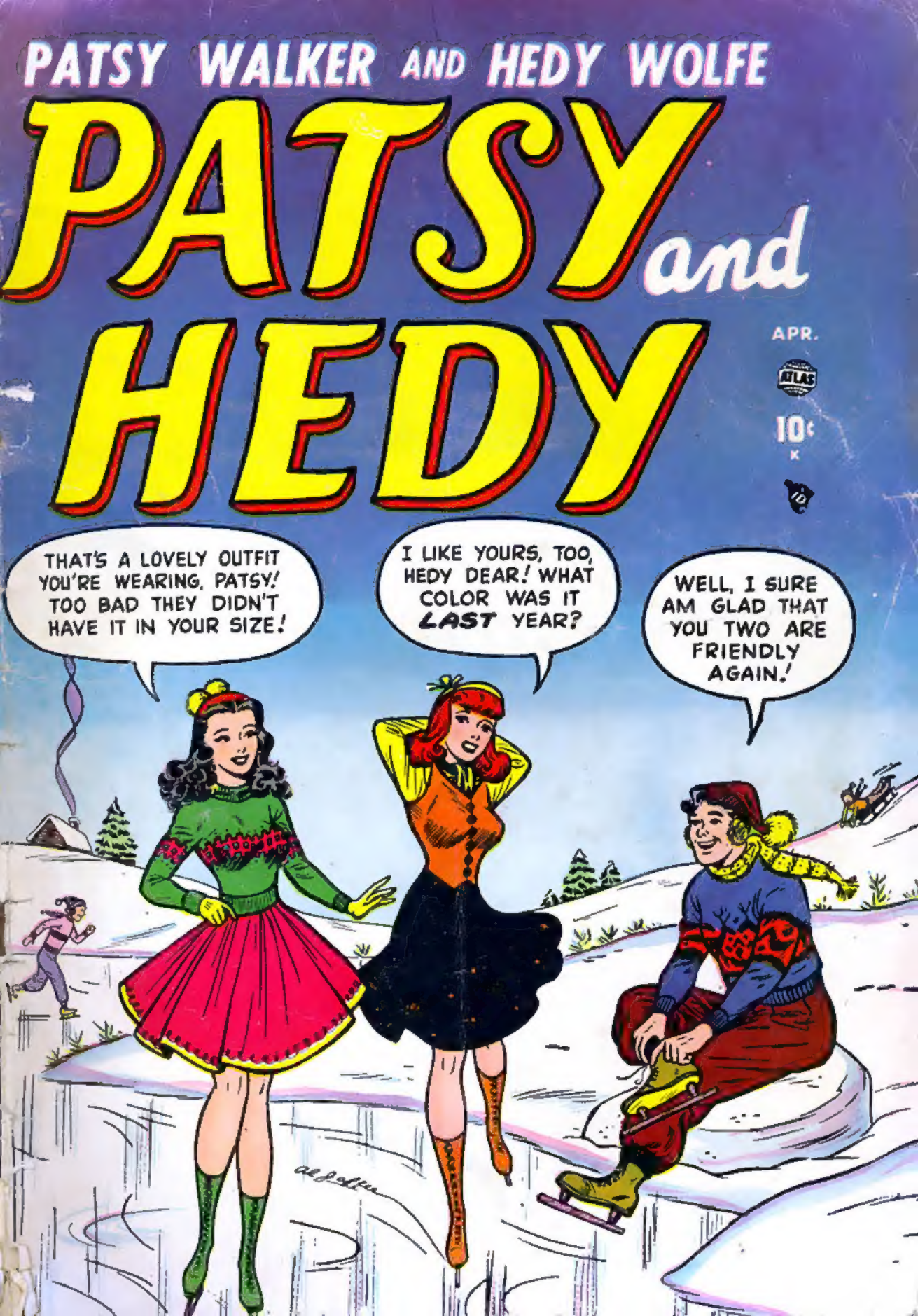
PATSY WALKER AND HEDY WOLFE

PATSY and HEDY

APR.

ATLAS

10¢


THAT'S A LOVELY OUTFIT YOU'RE WEARING, PATSY! TOO BAD THEY DIDN'T HAVE IT IN YOUR SIZE!
I LIKE YOURS, TOO, HEDY DEAR! WHAT COLOR WAS IT LAST YEAR?
WELL, I SURE AM GLAD THAT YOU TWO ARE FRIENDLY AGAIN!

Reducing Specialist Says: **LOSE WEIGHT** Where It Shows Most **REDUCE** MOST ANY PART OF THE BODY WITH

UNDERWRITERS LABORATORY APPROVED

Spot Reducer

Relaxing • Soothing Penetrating Massage

PLUG IN GRASP HANDLE AND APPLY

FOR GREATEST BENEFIT IN REDUCING by massage use spot REDUCER with or without electricity—Also used as an aid in the relief of pains for which massage is indicated.

TAKE OFF EXCESS WEIGHT!

Don't Stay FAT—You Can LOSE POUNDS and INCHES SAFELY Without Risking HEALTH

MAIL THIS 10 DAY FREE TRIAL COUPON NOW!

Take pounds off—keep slim and trim with Spot Reducer! Remarkable new invention which uses one of the most effective reducing methods employed by masseurs and turkish baths—MASSAGE!

LIKE a magic wand, the "Spot Reducer" obeys your every wish. Most any part of your body where it is loose and flabby, wherever you have extra weight and inches, the "Spot Reducer" can aid you in acquiring a youthful, slender and graceful figure. The beauty of this scientifically designed Reducer is that the method is so simple and easy, the results quick, sure and harmless. No exercises or strict diets. No steambaths, drugs or laxatives.

With the SPOT REDUCER you can now enjoy the benefits of RELAXING, SOOTHING massage in the privacy of your own home! Simple to use—just plug in, grasp handle and apply over most any part of the body—stomach, hips, chest, neck, thighs, arms, buttocks, etc. The relaxing, soothing massage breaks down FATTY TISSUES, tones the muscles and flesh, and the increased awakened blood circulation carries away waste fat—helps you regain and keep a firmer and more GRACEFUL FIGURE!

YOUR OWN PRIVATE MASSEUR AT HOME

When you use the Spot Reducer, it's almost like having your own private masseur at home. It's fun reducing this way! It not only helps you reduce and keep slim—but also aids in the relief of those types of aches and pains—and tired nerves that can be helped by massage! The Spot Reducer is handsomely made of light weight aluminum and rubber and truly a beautiful invention you will be thankful you own. AC 110 volts. Underwriters Laboratory approved.

TRY THE SPOT REDUCER 10 DAYS FREE IN YOUR OWN HOME!

Mail this coupon with only $1 for your Spot Reducer on approval. Pay postman $8.95 plus delivery—or send $9.95 (full price) and we ship postage prepaid. Use it for ten days in your own home. Then if not delighted return Spot Reducer for full purchase price refund. Don't delay! You have nothing to lose—except ugly, embarrassing, undesirable pounds of FAT. MAIL COUPON now!

ALSO USE IT FOR ACHES AND PAINS

CAN'T SLEEP:

Relax with electric Spot Reducer. See how soothing its gentle massage can be. Helps you sleep when massage can be of benefit.

MUSCULAR ACHES:

A handy helper for transient relief of discomforts that can be aided by gentle, relaxing massage.

LOSE WEIGHT OR NO CHARGE

USED BY EXPERTS

Thousands have lost weight this way — in hips, abdomen, legs, arms, necks, buttocks, etc. The same method used by stage, screen and radio personalities and leading reducing salons. The Spot Reducer can be used in your spare time, in the privacy of your own room.

ORDER IT TODAY!

SENT ON APPROVAL—MAIL COUPON NOW!

SPOT REDUCER CO., Dept. E 734
318 Market St., Newark, New Jersey

Please send me the Spot Reducer for 10 days trial period. I enclose $1. Upon arrival I will pay postman only $8.95 plus postage and handling. If not delighted I may return SPOT REDUCER within 10 days for prompt refund of full purchase price.

Name _____

Address _____

City _____ State _____

☐ SAVE POSTAGE—check here if you enclose $9.95 with coupon. We pay all postage and handling charges. Same money back guarantee applies.

LOSE WEIGHT OR NO CHARGE

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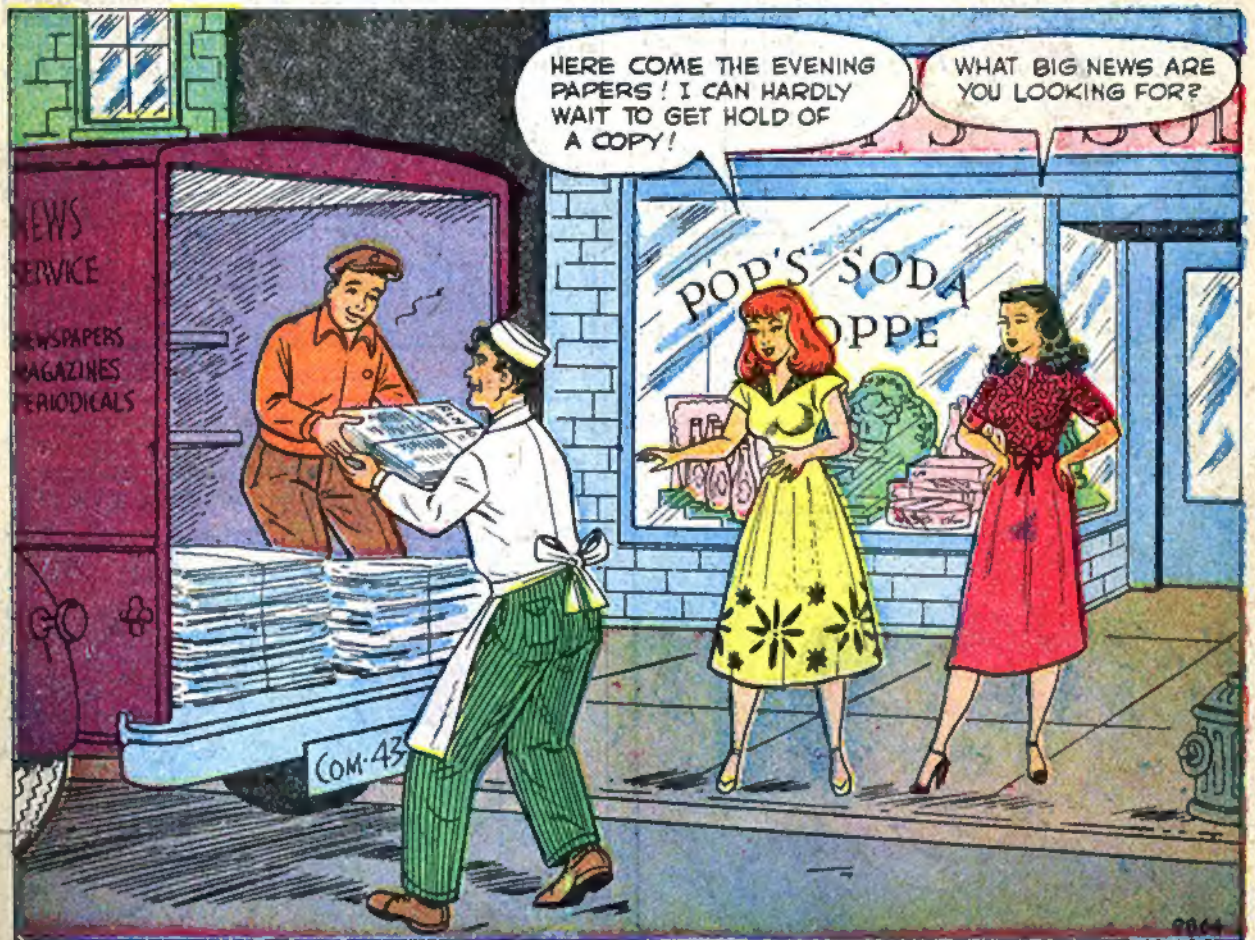
PATSY and HEDY



"DEAR MISS FAXFAIR... MY HUSBAND WENT OUT TO BUY SOME BREAKFAST ROLLS AND HAS NOT AS YET RETURNED! I DON'T KNOW HOW MUCH LONGER I CAN WAIT... SIGNED, IMPATIENT!"
RLIEAR
"P.S....THAT WAS NINE YEARS AGO"...OH, (SNIFF!) HEDY...ISN'T THIS SAD?
AND HOW! BUT I'VE GOT SOME GOOD ADVICE FOR THAT POOR GAL...
...SHE'D BETTER GET THOSE BREAKFAST ROLLS HERSELF...OR SHE'LL STARVE TO DEATH... HA! HA! HA!
OH...YOU'RE...YOU'RE POSITIVELY COLD-BLOODED!
WELL, THAT TEAR-JERKING JUNK JUST LEAVES ME COLD!
RLIF
SOMEDAY YOU MAY DESPERATELY NEED MISS FAXFAIR'S HELP AND THEN YOU WON'T BE SO FLIP!
I'LL DIE FIRST!
MALTED
SAY, BUZZIE BOY, YOU DON'T WANT TO LISTEN TO THOSE MORBID PROBLEMS ALL EVENING! HOW'S ABOUT US MAKING IT A DUTCH TREAT TWOSOME AT SOME GAY MOVIE MECCA...

SORRY, HEDY..BUT I'VE ALREADY PROMISED TO TAKE PAT!
OH!
WELL, THAT'S TOUGH, FELLA! LET'S HOPE YOUR LUCK WILL CHANGE FOR THE BETTER SOON!
WHY GET MAD, HEDY? JUST WRITE AND ASK MISS FAXFAIR WHY YOU CAN'T SEEM TO MAKE ANY HEADWAY WITH BOYS...I'M SURE SHE COULD HELP EVEN YOU!
HMMPH!
SHOPPE
POP'S
IMAGINE ME WRITING FOR ADVICE...GRRR! I'D SOONER... SAY-Y-Y! MAYBE I CAN DO SOME WRITING AFTER ALL...BUT IN A DIFFERENT WAY! OH, HEDY, YOU'RE SO CLEVER, SOMETIMES IT SCARES ME!
NOW LET'S SEE...THE WORDING IS VERY IMPORTANT! IT MUST LOOK LIKE IT COULD'VE BEEN WRITTEN BY EITHER A BOY OR A GIRL!
AH...THIS IS IT!
Dear Miss Faxfair,
I no longer care one bit for the person I've been going with... Someone else has stolen my heart. How can I break off with my old flame without too much bother? Any one of the following ways should do:

LATER THAT NIGHT...
AH... HERE COMES BUZZ TO CALL FOR PATSY!
THIS WILL BE THE BEST THING I EVER PULLED, IF IT WORKS! AND IT CAN'T MISS!
OH... WHAT'S THIS? BUZZ MUST'VE DROPPED IT... B-BUT IT'S ADDRESSED TO BEATRICE FAXFAIR!
PATSY, YOU WAIT IN THE LOBBY WHILE I PARK THE CAR!
ALRIGHT, BUZZ!
I WONDER WHAT'S IN THAT LETTER?
PARKING
BIJOU TH
HEY... WHAT'S THIS? PATSY DROPPED A LETTER ADDRESSED TO BEATRICE FAXFAIR! I WONDER WHAT PROBLEM IS BOTHERING HER?
BIJOU THEATRE
FREE
PARKING

WELL, I'LL MAIL IT FOR HER AND THEN WAIT FOR IT TO COME OUT IN THE PAPER!
NEXT DAY...
HEH, HEH... THE PAPERS HAVEN'T COME IN YET, BUT FROM THE WORRIED LOOK ON THEIR FACES I CAN TELL THAT MY PLAN HAS WORKED PERFECTLY SO FAR!
HEY, KIDS... HERE COME THE EVENING PAPERS...
LET ME AT 'EM!
QUICK... I WANT MY COPY!
WELL!
WELL!
BAD NEWS... HMMM?
NOT FOR ME!
I LIKE IT FINE, TOO!
MR. BAXTER, I WONDER IF YOU'D DO ME ONE LAST FAVOR! JUST GIVE ME MISS FAXFAIR'S ADDRESS SO I CAN WRITE AND TELL HER THAT SHE NEEDN'T WORRY ABOUT A CERTAIN PROBLEM!
I WAS JUST ABOUT TO ASK YOU THE SAME THING, MISS WALKER!

NOW, DON'T TELL ME YOU CAN'T REMEMBER AN ADDRESS THAT YOU GO RECENTLY USED!
THAT I USED? YOU CERTAINLY PUT ON A GREAT ACT! BUT IF YOU WON'T LET ME HAVE THE ADDRESS THEN I'LL JUST...
OH, I CAN'T STAND THIS BICKERING... THE ADDRESS IS "BEATRICE FAXFAIR, CARE OF CENTERVILLE DAILY HERALD, 221-04 NORTH QUACKENBOSS DRIVE, POST OFFICE BOX 9431, BERGEN COUNTY 16, CENTERVILLE!"
?
!
SO! ISN'T IT RATHER ODD THAT YOU SHOULD KNOW A LONG ADDRESS LIKE THAT BY HEART?
UNLESS, OF COURSE, YOU JUST HAPPENED TO USE IT VERY RECENTLY!
FORGIVE ME, DOLL?
IF YOU'LL FORGIVE ME!
Dear Miss Faxfair, How can I learn to keep my big mouth shut!? (SIGNED) Disgusted
THE END

Meet The Man...

Who Can Tell You How To Lick

PIMPLES

ACNE AND ALL OTHER EXTERNALLY CAUSED SKIN BLEMISHES And Make Them

DISAPPEAR FROM SIGHT... *instantly!*

Here is Mr. John A. Rubine, Ph.G. — a well-known pharmacist who has spent almost 20 years trying to solve one of the most vexing problems of youth — and adults too — unsightly, acne pimples, blackheads and similar externally caused skin conditions.

They are indeed a serious problem, for nothing can do more to ruin your chances of success and popularity than a face made ugly with pimples and blackheads. And, if neglected, acne pimples may leave permanent scars and pits.

Mr. Rubine, after much experimenting and research in cooperation with doctors and chemists, found what he was seeking — a formula that would lick acne pimples and other externally caused skin blemishes. He succeeded beyond his fondest expectations and he was so proud of his treatment that he gave it his own name — RUBIN-EX.

HE BLESSES RUBIN-EX! No one can realize the humiliation — almost disgrace — of a face marred by pimples and blackheads. I had them so bad that I felt no one wanted to look at me. Today my pimples are gone — and I bless Rubin-Ex — that did it.— Mr. Bob I.R., Long Island.

LUCKY DAY FOR HER! For years I was embarrassed and ashamed of my pimply face and blotchey complexion. It was a lucky day for me when I was told about Rubin-Ex. My pimples disappeared from sight instantly and my complexion improved 100%. —Miss Jane G.L., Bronx.

DOUBLE ACTION! DOUBLE QUICK RESULTS!

The sensational Rubin-Ex treatment works two ways:
A. Makes acne pimples and all other skin blemishes INSTANTLY DISAPPEAR FROM SIGHT.
B. Its medication cleans up pimples, blackheads.
When thousands of tiny oil glands discharge more oil than your skin can absorb, the excess oil picks up and holds tiny particles of dust, dirt, grime, grit, bacteria. This foreign matter soon clogs up and enlarges your pores, form blackheads, cause infection and soon you have a fine crop of ugly, red acne pimples.
Rubin-Ex FORMULA #1 is a special cleaning agent that really gets down in the skin pores and thoroughly cleans them out as no soap can. It also removes excess oil thus correcting excessive oiliness in your skin, one of the principal causes of pimples and blackheads.

Rubin-Ex FORMULA #2 is great news. When applied to your face it makes pimples and other unsightly blemishes disappear from sight instantly.
And while it is hiding your ugly blemishes from critical eyes, its medication is actually at work to clean them up. It contains an ingredient that relieves the fiery itching, another to soothe and heal the irritation, and still another which gently and harmlessly flakes off the dead, hard outer skin, leaving your face and complexion much smoother and clearer. You can use Rubin-Ex day and night, for it is neutral when applied and does not interfere with make-up. Makes an excellent powder base.

MR. JOHN A. RUBINE PHG.
SKINTEX CORP.
69-47 218 St., Dept. MC1 • Bayside, L. I., N. Y.

HOW YOU MAY TRY RUBIN-EX AT OUR RISK

Mr. Rubine is so sure that his treatment will improve your skin and complexion in just 10 days that he is making this No Risk Offer. He says, "Use Rubin-Ex for 10 days. If you do not notice a marked improvement in your skin and complexion, if you are not entirely pleased and happy with results, your money will be refunded at once." So start now for a clearer, lovelier skin and complexion, the magic way to popularity and success. Order Rubin-Ex today. MAIL COUPON NOW.

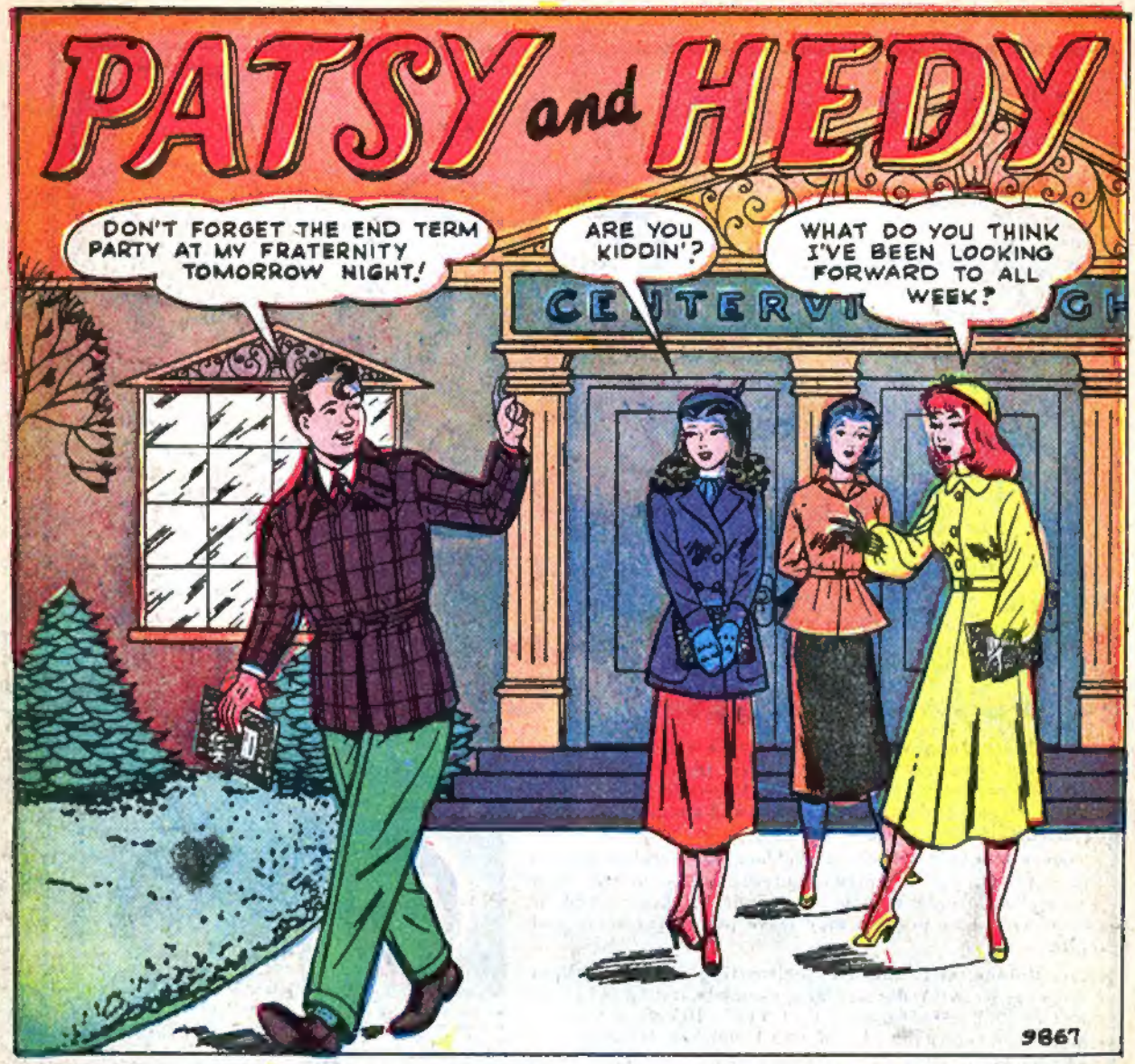
MR. JOHN A. RUBINE PHG.
SKINTEX CORP., 69-47 218 St., Dept MC1 Bayside, L. I., N. Y.

Dear Mr. Rubine: Please rush me in plain wrapper complete Rubin-Ex treatment. (Formula #1 and #2). It is understood that if I am not completely satisfied with the improvement in my complexion in just 10 days you will return my money. ☐ Find enclosed $2. Cash, Check or Money Order. You are to pay all postal charges.

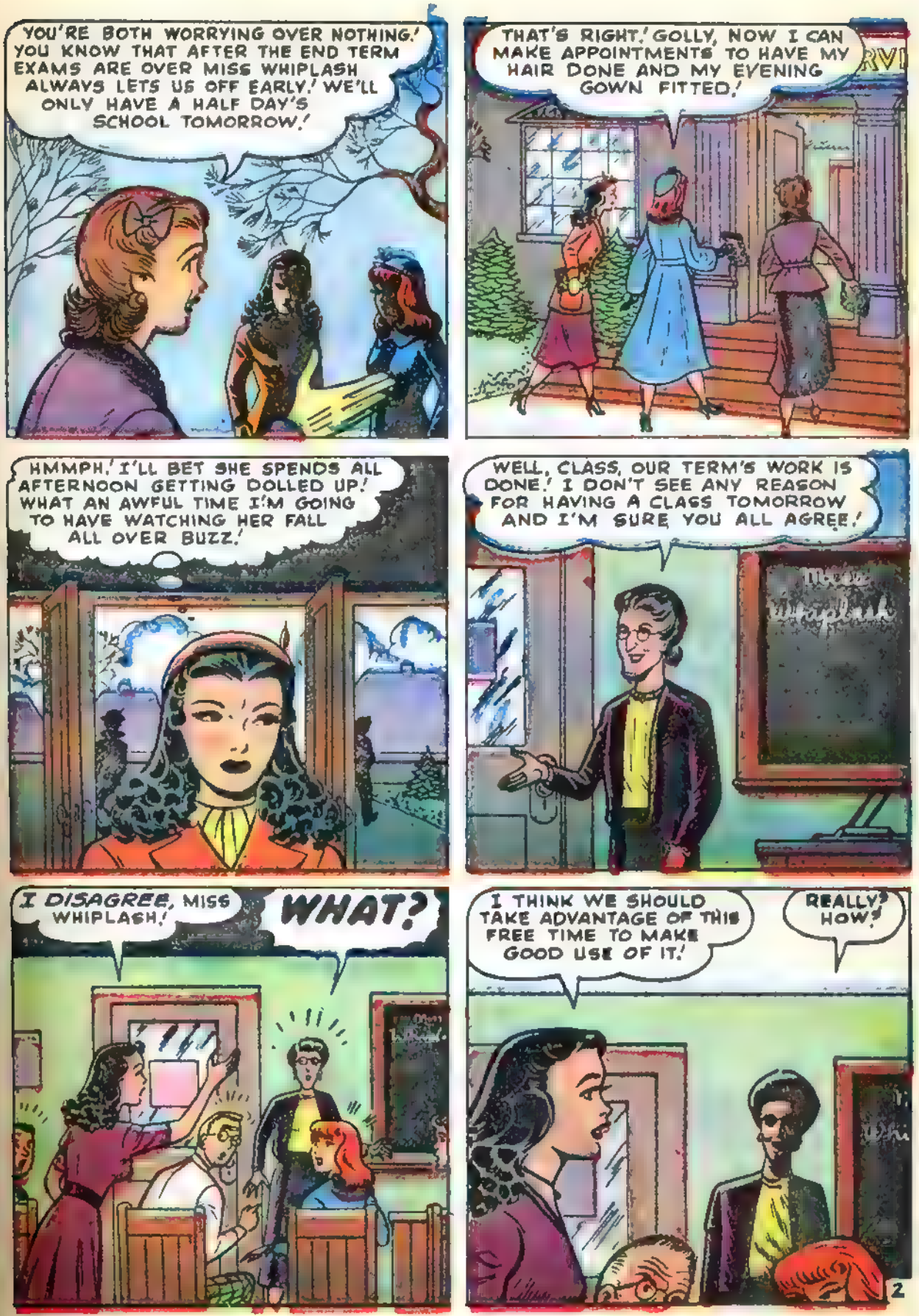
Name _____ CHECK ☐ MALE ☐ FEMALE
Address _____ CHECK COMPLEXION ☐ FAIR ☐ DARK
City _____ Zone _____ State _____

A.P.O.—F.P.O. Canada or Foreign Countries—Add 50c—No C.O.D.

PATSY and HEDY

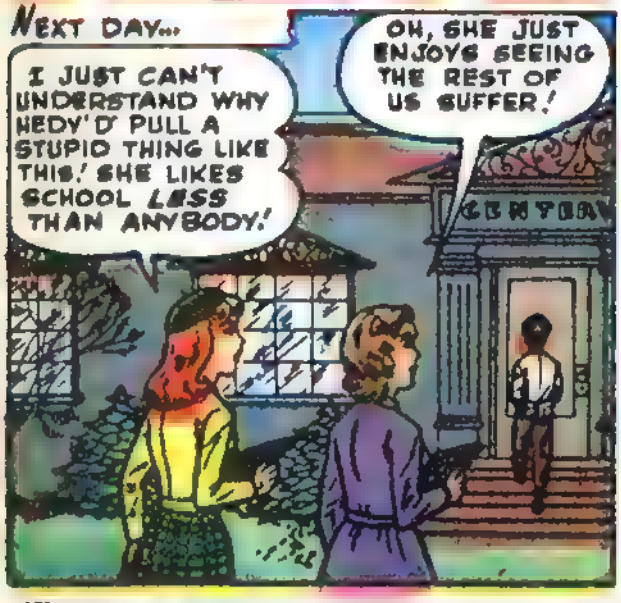

DON'T FORGET THE END TERM PARTY AT MY FRATERNITY TOMORROW NIGHT!
ARE YOU KIDDIN'?
WHAT DO YOU THINK I'VE BEEN LOOKING FORWARD TO ALL WEEK?
9867

ARE YOU WORRIED YOU WON'T HAVE ENOUGH TIME TO GET PRETTIED UP SO YOU CAN IMPRESS BUZZ?
I DON'T NEED AS MUCH TIME AS YOU DO, HEDY DEAR!
1

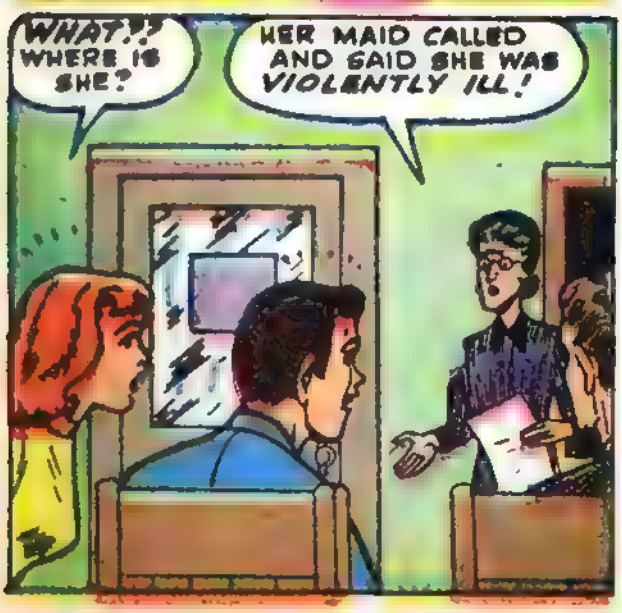

YOU'RE BOTH WORRYING OVER NOTHING! YOU KNOW THAT AFTER THE END TERM EXAMS ARE OVER MISS WHIPLASH ALWAYS LETS US OFF EARLY! WE'LL ONLY HAVE A HALF DAY'S SCHOOL TOMORROW!
THAT'S RIGHT! GOLLY, NOW I CAN MAKE APPOINTMENTS TO HAVE MY HAIR DONE AND MY EVENING GOWN FITTED!
HMMPH! I'LL BET SHE SPENDS ALL AFTERNOON GETTING DOLLED UP! WHAT AN AWFUL TIME I'M GOING TO HAVE WATCHING HER FALL ALL OVER BUZZ!
WELL, CLASS, OUR TERM'S WORK IS DONE! I DON'T SEE ANY REASON FOR HAVING A CLASS TOMORROW AND I'M SURE YOU ALL AGREE!
I DISAGREE, MISS WHIPLASH!
WHAT?
I THINK WE SHOULD TAKE ADVANTAGE OF THIS FREE TIME TO MAKE GOOD USE OF IT!
REALLY? HOW?

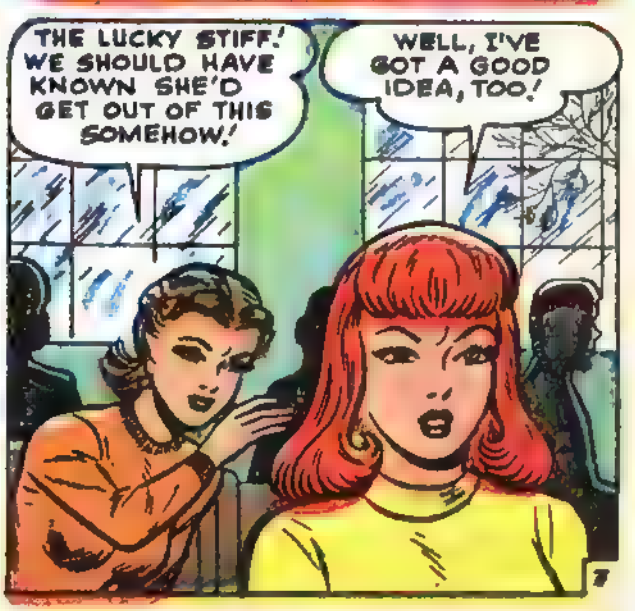
I THINK WE WOULD ALL PROFIT GREATLY IF YOU GAVE US A PREVIEW OF THE WORK WE'LL RUN INTO NEXT TERM! I THINK THIS WOULD BE VALUABLE!

WELL, HEDY, I'M SURE EVERYONE AGREES YOUR IDEA IS SPLENDID! AND SINCE I HAVE NOTHING PLANNED FOR TOMORROW AFTERNOON WE CAN STAY MUCH LATER THAN USUAL!
SWELL!

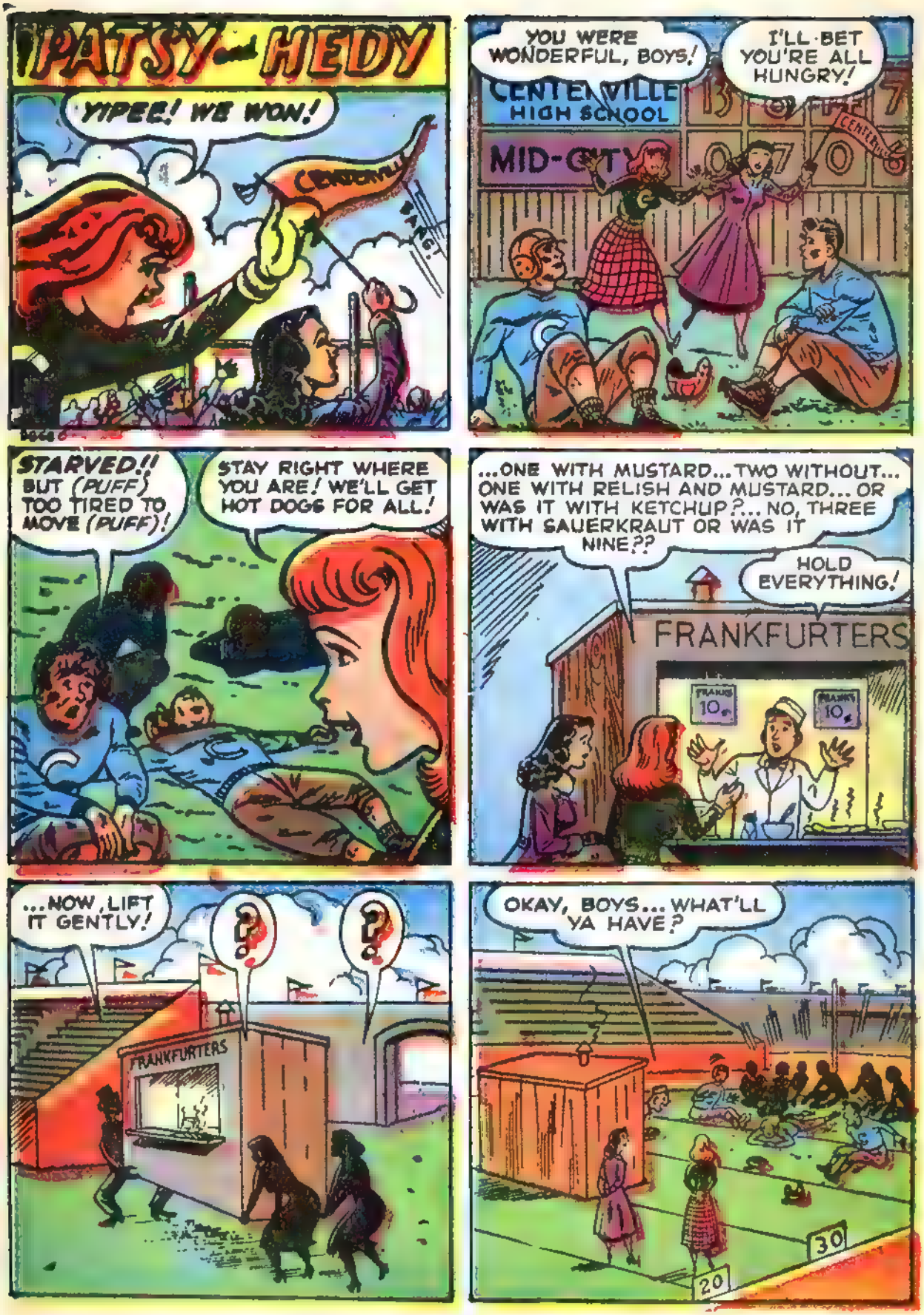

NEXT DAY...
I JUST CAN'T UNDERSTAND WHY HEDY'D PULL A STUPID THING LIKE THIS! SHE LIKES SCHOOL LESS THAN ANYBODY!
OH, SHE JUST ENJOYS SEEING THE REST OF US SUFFER!

WELL, WE CAN START WORK NOW! TOO BAD HEDY CAN'T BE HERE TO SEE HER GOOD IDEA PUT INTO PRACTICE!


WHAT!? WHERE IS SHE?
HER MAID CALLED AND SAID SHE WAS VIOLENTLY ILL!


THE LUCKY STIFF! WE SHOULD HAVE KNOWN SHE'D GET OUT OF THIS SOMEHOW!
WELL, I'VE GOT A GOOD IDEA, TOO!

PARDON ME, MISS WHIPLASH, BUT I BZZZ-BUZZZ-BUZZ!
OH, HOW WONDERFUL!
Miss Whiplash
THAT NIGHT...
WELL, WELL, IF IT ISN'T OUR POOR LITTLE SICK FRIEND!
WHAT TH...? WHEN DID YOU GET HERE?
OH, WE'VE BEEN HERE FOR HOURS!
BUT HOW DID YOU HAVE TIME TO GET READY...YOU WERE IN SCHOOL SO LATE!
OH, NO! WE GOT OFF EARLY BECAUSE MISS WHIPLASH HAD TO RUSH TO HER BEAUTY SHOP!
BEAUTY SHOP? I KNOW THE OLD BAG NEEDS IT... B...BUT WHY THIS AFTERNOON?
BECAUSE PATSY VERY KINDLY INVITED ME TO THIS PARTY.!!
YIPE! MISS WHIPLASH!
CENTERVILLE
WELL, AT LEAST HEDY DIDN'T LIE ABOUT BEING SICK!
NO! SHE LOOKED POSITIVELY PALE AS SHE RACED OUT THE DOOR!
THE END


PATSY and HEDY
YIPEE! WE WON!
CENTERVILLE
BANG!
YOU WERE WONDERFUL, BOYS!
I'LL BET YOU'RE ALL HUNGRY!
CENTERVILLE HIGH SCHOOL
MID-CITY
STARVED!! BUT (PUFF) TOO TIRED TO MOVE (PUFF)!
STAY RIGHT WHERE YOU ARE! WE'LL GET HOT DOGS FOR ALL!
...ONE WITH MUSTARD... TWO WITHOUT... ONE WITH RELISH AND MUSTARD... OR WAS IT WITH KETCHUP?... NO, THREE WITH SAUERKRAUT OR WAS IT NINE??
HOLD EVERYTHING!
FRANKFURTERS
FRANKS 10¢
...NOW, LIFT IT GENTLY!
FRANKFURTERS
OKAY, BOYS... WHAT'LL YA HAVE?
30
20

TERRIFIC BARGAINS

Take your pick . . . Try at our risk!

Select any of these terrific bargains and write in coupon. Send no money or one! Try any two price shown plus a few cents postage and tax when delivered.

10 DAY FREE TRIAL

Then try for 10 full days at OUR RISK! Full price back quick if not thrilled and satisfied. You have nothing to lose! We take all the risk! RUSH COUPON NOW!

THE CHAMPION
Sure Winner!

Super-special quality! Positively sensational! Really massive and MANLY! Rich 14 Karat GOLD PLATED Big Pseudo DIAMOND in center flanked by two others! It's the champ of rings at a bargain low price _____ **4.19**

4.95 **6.98** **7.98**

Smart SWISS Watch
A sturdy decorative handsome watch for men and boys. Central sweep second hand. Luminous numbers. Unbreakable crystal. A real bargain _____ **4.95**

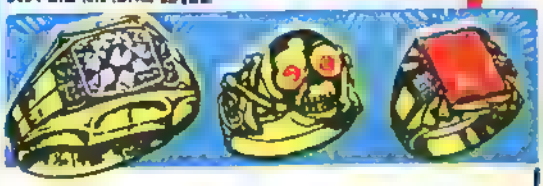
Ladies' SPORTEX Watch
Dainty petite—yet so accurate and sturdy! Swiss jewel movement unbreakable crystal, luminous dial for night reading. Absolutely guaranteed—money back if not pleased within 10 days. **6.98**

New CALENDAR Watch
NOW—the watch that tells the date hour minute second at a glance! Date changes automatically every 24 hours! A handsome precision watch you'll wear with pride. Bargain price _____ **7.98**

PULL TRIGGER!

GUN CIGARETTE LIGHTER

Pull the trigger, and BANG—your cigarette is lit! Perfect replica of a deadly pistol! Looks so real it sure scares them! Rugged METAL construction, enduring CHROME finish! Fully AUTOMATIC—a sure fire lighter made to give years of thrilling satisfaction. Our special REDUCED price to you, only _____ **1.98**
Don't miss this terrific bargain!



BIG FIVE
Extra heavy ring for big time men. 5 Pseudo Diamonds of great brilliancy set in Natural Gold color _____ **3.55**

SKULL & X-Bones
Amazing — eyes flash weirdly with red glow. Gold plated. Mysterious looking. Big value at _____ **2.67**

"THE ROYALE"
Looks like a fortune! Blazing Ruby red color stone flanked by 2 Pseudo Diamonds. Last word in manly styling. Only _____ **3.48**

DIRECT-TO-YOU on 10-day FREE Trial!

SPECIAL 6.95

Wonder 4-in-1 Stop CHRONOGRAPH

Try to beat this bargain anywhere in the U. S. A.! 4 in 1 imported Stop Watch CHRONOGRAPH and Wrist Watch combined! Best of all you can try it for 10 full days at OUR RISK!

41 — WONDER FEATURES — 41

It's a tachometer, telemeter, DOUBLE Push Button STOP watch. It measures SPEED as well as DISTANCES of horse and auto races, sports, planes, boats, moving objects. Actually has SPLIT-SECOND calibration. Unbreakable crystal, sweep second hand, luminous numerals & hands, sturdy SHOCK-RESIST case. Everyone wants one—students, soldiers, sailors, aviators, race fans, sportsmen, photographers, engineers and all active men. A wonderful timekeeper! UNLIMITED GUARANTEE EXCLUSIVE OF PARTS! Xtra: a charge for skilled labor. Price with full instructions & gift case _____ **6.95**

Glamour WEDDING Rings

Very beautiful and impressive! These perfectly matched Engagement and Wedding rings resemble Diamond and White Gold sets selling for $100.00 and more! The gift of a lifetime! Satisfaction guaranteed or full price back quick! Special sale price _____ **2.86**

"MAGIC" WEATHER ROSE

Amazing! Beautiful silk rose. Stem and leaves are colorful plastic. Put in water and watch it grow! Blooms in colors! Will last a lifetime. A unique ornament. Place near table, door. Very inexpensive. Order several at this price. _____ **1.98**

Super-Power Field Glasses

VENEERED OF VALUE! Have BIG size SUPER-POWER Field Glasses. Streamlined design, rugged all-metal construction, extensible distance control, carrying case and POWERFUL ground lenses. Distant people, objects, mountains, wild animals, sports, etc., appear as if only inches or yards away. You'd expect to pay MANY times our sensationally low price of _____ **2.94**

297

Men's INITIAL Ring

Your own INITIAL in raised Gold Color Effect set in a RUBY color stone, flanked by 2 Sparkling Pseudo DIAMONDS imported from Europe. Rich Gold Plated Fashionable! Smart! Wear with pride—enjoy a lifetime. Mention letter desired. Only _____ **2.97**

Send NO money!

CONSUMERS MART, Dept. 99-C
131 West 33rd Street, New York 1, N. Y.

Write articles desired on lines below. Pay price shown plus a few cents postage and extra tax on delivery. Then TRY 10 DAYS FREE! You take no risk—FULL PRICE BACK UNLESS THRILLED AND DELIGHTED!

_____

_____

_____

Name _____

Address _____

City _____ State _____

ETERNAL LOVE WEDDING SET

Something special and very pretty! Lovely set—14 Sparkling Pseudo DIAMONDS imported from Europe, set in a gorgeous Engagement and Wedding set! KATE. Your price for both—4.98, yet they look like $25.00 and more! They sparkle & flash rays of light! Enjoy a LIFE-TIME! Try it at our risk! Price back quick if not thrilled! RUSH COUPON!

The TAHITIAN GOWN

ELSIE HARDMAN was doing her best to keep the moisture in her eyes from turning to tears. She sniffed twice and then turned her face to the window.

"Mother," she insisted with forced determination in her voice, "I just don't want to go to the Soph Prom. Mrs. Danters needs a baby sitter for that evening and thus I'll have four more dollars in my college bank account. And every cent counts these days."

However, Mrs. Martha Hardman with the wisdom that some mothers have, felt that something was wrong. She arose from her chair and walked over to the window. It wasn't hard to observe that her daughter's pale blue eyes weren't exactly shiny on this occasion.

"I think you have been protesting a wee bit too much about not wanting to go to that affair," she countered. "So let's come directly to the main point. Did John ask you to go with him to the prom?"

Elsie nodded her head in the affirmative. The sun rays hit her corn-colored hair and lit them up as though they were strands of gold.

"And you turned him down?" asked her mother in astonishment. "For the past three months all I have been hearing from you has been but one thought: If John Prentiss would only take me to the dance! I am certain you even said that in your sleep. What went wrong?"

There was a little sob from Elsie's throat. And the moisture in her eyes began to take an age old form. She managed to get the words past her charming lips.

"The committee got permission from the Dean to have this affair a formal one. State College is becoming well known and Dean Evans said there was no reason why the Senior Prom should be the only formal affair at the school. All I have is that old pink dress. The girls have been talking about the expensive evening gowns they are going to wear to the dance. And they all saw my pink dress when I wore it at Doorthy's party."

"Ah, woe is me," sighed Mrs. Hardman. "The problems a mother has with a seventeen-year-old daughter on her hands. You really should be very happy. You have saved enough money to see you through the first year of college. Too bad you didn't make the state scholarship. Just missed it by half a point. No use crying over spilt milk. But why all the hysteria over the subject of a dress? We can have that old dress cleaned at Bill's and even dyed. Believe me it will look almost new."

Elsie looked at her mother for a few minutes before replying. And then she said exactly what was on her mind.

"Mother dear, weren't you ever young? A girl just can't wear an old informal party dress to the Soph Prom which is going to be a formal affair. You have no idea how catty girls can be. They would all be talking behind my back. Of course they would be sweet to my face. No new dress... then no Prom! I would rather sit home and twiddle my thumbs than have my classmates pass remarks behind my back."

There was a far far away look on Mrs. Hardman's face as she placed an arm on her daughter's shoulder. She was strong enough to prevent any moisture from clouding up her eyes.

"If your father were alive he would know how to answer you," she began. "He would tell you the difference between true pride and the false variety. As long as what you are doing is honest and moral never let pride stand in your way. Was I ever young? All mothers once were, to the best of my knowledge. Just remember my dear that I met your father when I was just eighteen years — young or old. He had come to Tahiti to paint native life. I met him on the beach as he was trying to get an old beachcomber to pose for him. Three months later I was engaged to Richard Anthony Hardman. And the first picture he sold was one of me in a Tahitian gown that I modeled."

When Mrs. Hardman finished speaking a light smile played over her lips. There was a look of inspiration in her eyes that plainly said an idea has just been born.

CONTINUED AFTER NEXT PAGE...

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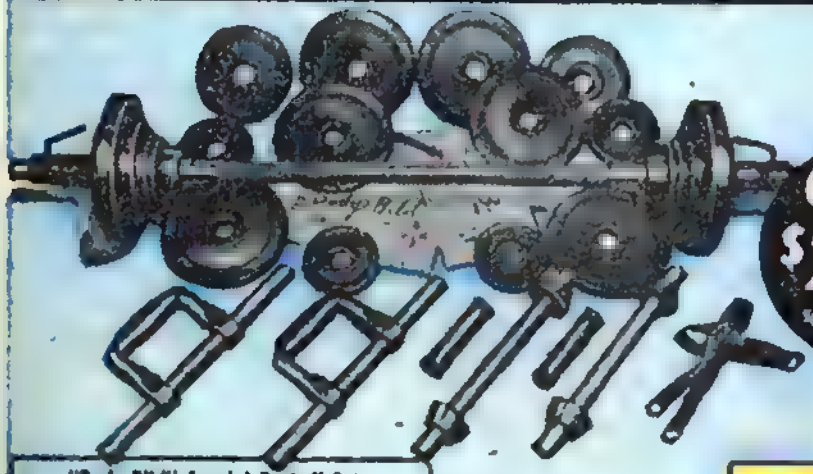

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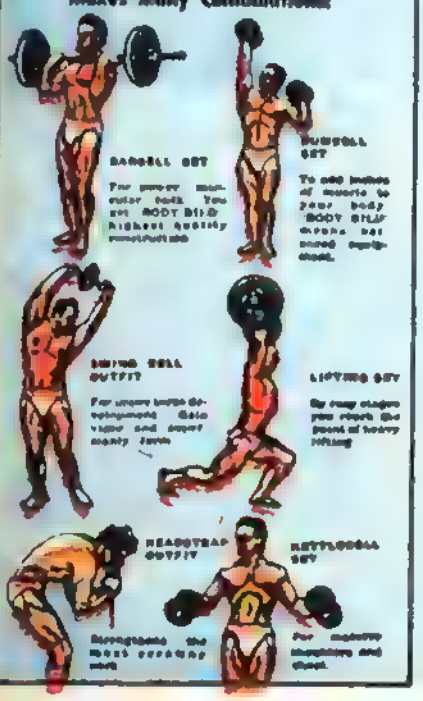

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...CONTINUED

"Go up to the attic, Elsie," she said to her daughter. "Bring me down any of the cloth remnants you may find in the old wooden trunk near grandfather's picture. I'll model a dress for you that will make you the belle of the Prom."

When John Prentiss called for Elsie on Saturday night at eight o'clock he was wearing the new tuxedo his father had just bought for him at Stephen's Men's Shop, located on Main and Third Avenue. In his right hand John held a transparent plastic box which contained one lovely gardenia.

"Elsie will be down in a few minutes," said Mrs. Hardman as she welcomed the school's best pitcher. Almost five feet ten, with his broad shoulders, brown eyes and auburn hair, he was a man for all of his eighteen years on this planet. He tried his best to appear accustomed to his formal wear though both his knee caps insisted on hitting each other.

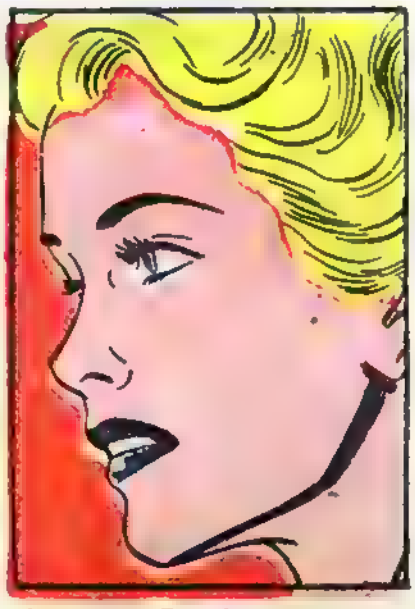
Ten minutes later Elsie entered the room, John arose from his seat, gazed at her, and then uttered a long, *"Ohhhhhhhhh."* At the same time his heart began to skip a few beats. There was so much that he wanted to say that the net result was he said nothing.

"You like my dress?" questioned his young lady who seemed to his eyes to be some kind of a fairy princess upon this earth.

"The dress, oh, the dress... why, yes!" John managed to get past his lips. And then in that minute Elsie understood what every girl has to learn. When a boy likes a girl she becomes his fairy princess and though she were dressed in rags, in his eyes her clothing would be those of silk and gold woven by some magic hands.

The main event of the Soph Prom was to be the Grand March. Instead it was Elsie's dress. Everyone admirred her light blue cloth dress draped around her shoulders in semi-Grecian style. And the gardenia in her hair heightened the effect. And Frances Schor, of Phi Delta, who rarely ever said a pleasant word, made history that night.

"Elsie, what a wonderful dress. You certainly have exquisite taste. By the way, next Thursday afternoon we are having a tea. Right now I want to tell you that you are invited."



And the hostess, Mrs. Mary Pitman, who was Soph counselor, introduced Elsie to a gentleman. He was middle aged with greying black hair.

"I want you to meet Mr. Roger Hall of the Dress Institute of America," said Mrs. Pitman. "He is an admirer of your father's paintings and also of that dress. He wants to know if you designed it yourself. He thinks it would capture the country."

John had a hard time from keeping the fellows from cutting in on his dances. For everyone wanted a dance with Elsie but she did her best to see her escort kept most of the dances on the card.

"Every eye in the place is on you," whispered John into her ears as they passed the bandstand. "We are going to lead the Grand March and Mr. Hall wants us to be his guests after the dance at a special party he is giving at the Hotel Biltmore."

Everyone was down to see Elsie off to the Big City where she was going to take a steamer for France. The Dress Institute had voted her a special prize so she could go to Paris for a two-week stay. The railroad platform was crowded with reporters and photographers. Elsie's bank account was swollen with royalties from the season's latest sensation — The Tahitian Gown. Stores from coast to coast were featuring the dress which everyone was buying.

Mr. Roger Hall was standing next to Mrs. Hardman. And John was next to Elsie, mighty proud that she was his girl. Burt Maxwell of the Star-Gazette asked that very important question.

"The country has gone mad over the dress your mother modeled for you. But where did you get that exotic cloth for it? Is it true a Hindu Prince gave it to you?"

Elsie looked at her mother before answering. A look in her mother's eyes told her to tell only the truth. And the train's whistle warned her time was running short.

Elsie stepped on the train steps and replied, "Just an old curtain mother had purchased in Belgium."

THE END 9602

PATSY and HEDY
9868A
RING!
TELEGRAM

PATSY and HEDY
BUZZ, I'LL BET YOU A SODA I CAN JUMP HIGHER THAN THIS BUILDING!
IT'S A BET!
HA! YOU ONLY JUMPED A FEW INCHES! YOU DIDN'T JUMP HIGHER THAN THIS BUILDING!
OH YEAH? HOW HIGH CAN THIS BUILDING JUMP?
PAY UP, BIG BOY!
OKAY, BUT HERE COMES PATSY AND I'M GOING TO WIN THAT SODA RIGHT BACK!
PATSY, WOULD YOU LIKE TO BET A SODA THAT I CAN JUMP HIGHER THAN THIS BUILDING?
SURE!
THERE... HA HA!
I WIN! I BET YOU COULD JUMP HIGHER THAN THIS BUILDING AND YOU DID! THE BUILDING CAN'T JUMP AT ALL!
YUM!
MMMMMM
CENSORED

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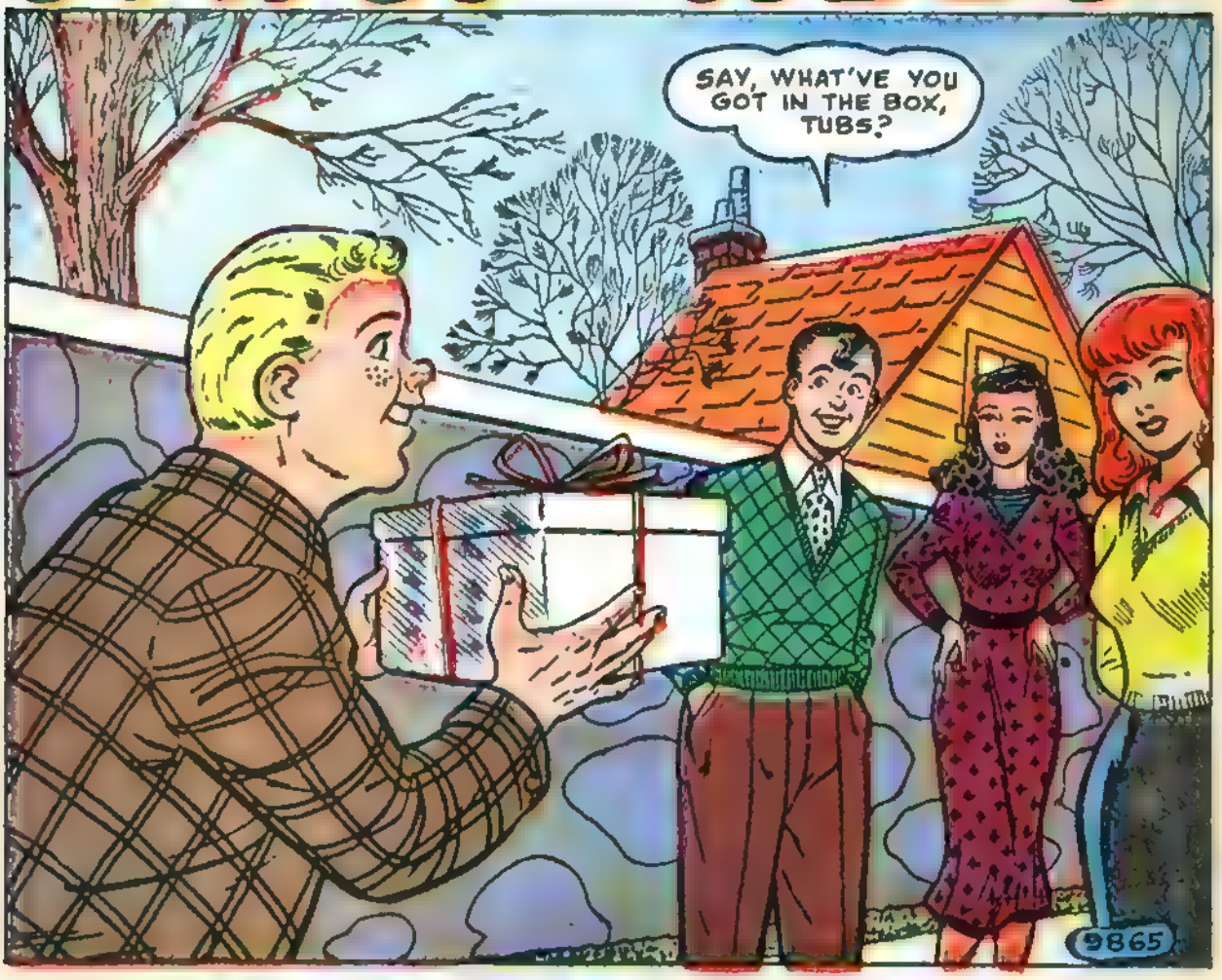
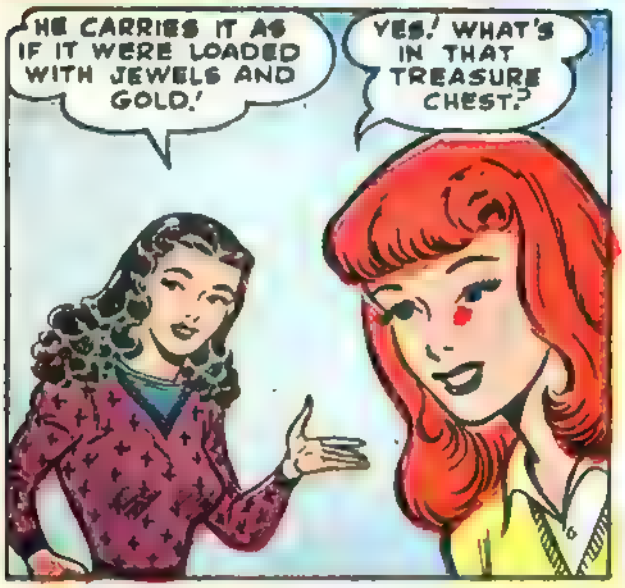
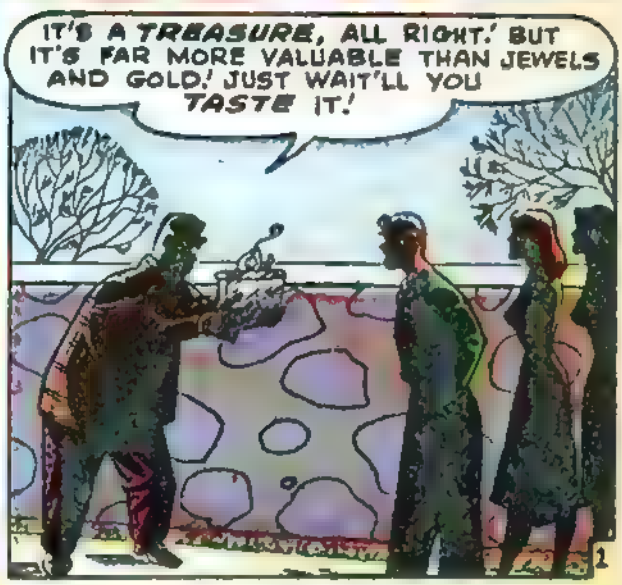
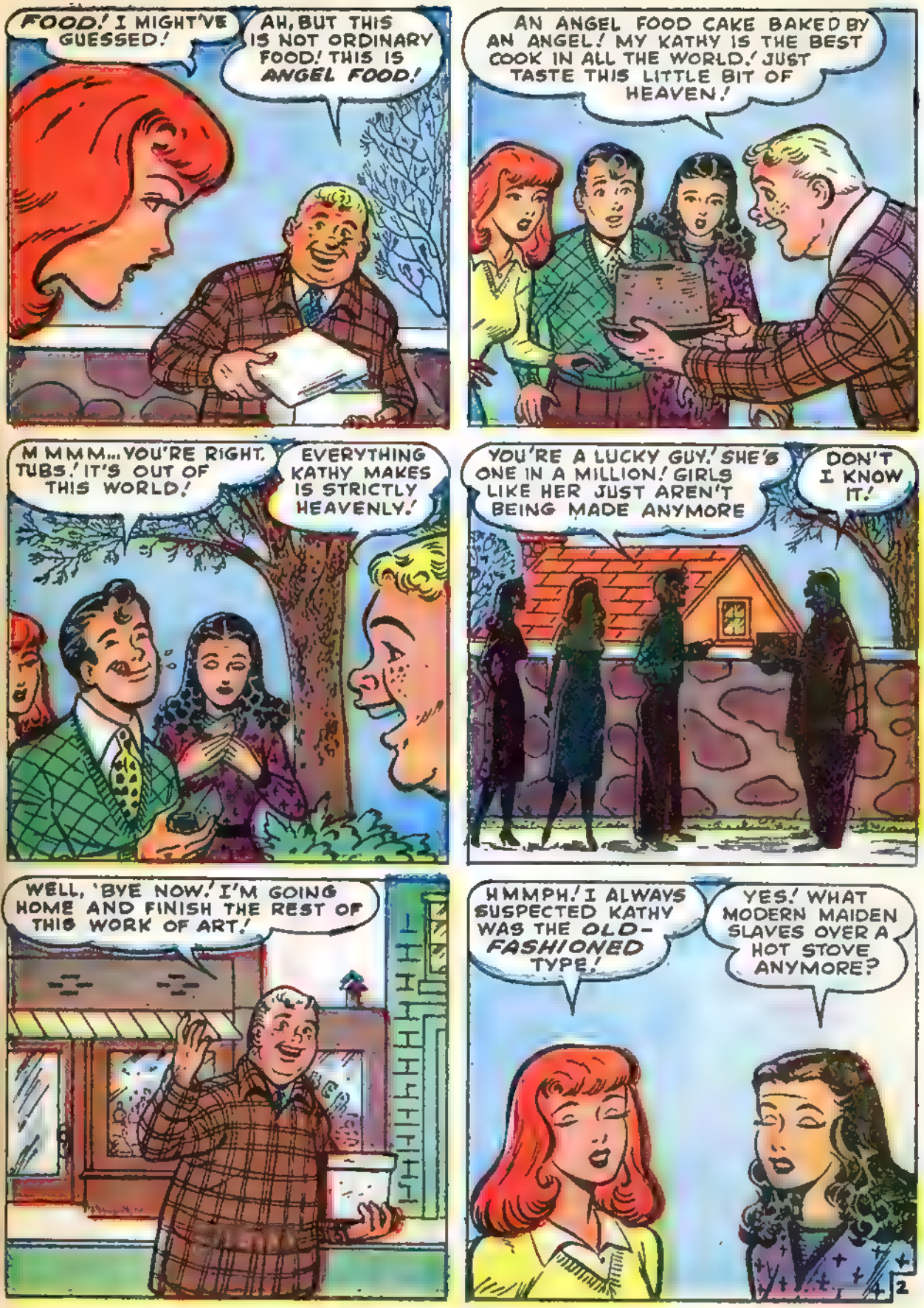
PATSY and HEDY








FOOD! I MIGHT'VE GUESSED!
AH, BUT THIS IS NOT ORDINARY FOOD! THIS IS ANGEL FOOD!
AN ANGEL FOOD CAKE BAKED BY AN ANGEL! MY KATHY IS THE BEST COOK IN ALL THE WORLD! JUST TASTE THIS LITTLE BIT OF HEAVEN!
MMMM... YOU'RE RIGHT, TUBS! IT'S OUT OF THIS WORLD!
EVERYTHING KATHY MAKES IS STRICTLY HEAVENLY!
YOU'RE A LUCKY GUY! SHE'S ONE IN A MILLION! GIRLS LIKE HER JUST AREN'T BEING MADE ANYMORE
DON'T I KNOW IT!
WELL, 'BYE NOW! I'M GOING HOME AND FINISH THE REST OF THIS WORK OF ART!
HMMPH! I ALWAYS SUSPECTED KATHY WAS THE OLD-FASHIONED TYPE!
YES! WHAT MODERN MAIDEN SLAVES OVER A HOT STOVE ANYMORE?

IF THAT'S AN EXAMPLE OF THE OLD FASHIONED TYPE, I'M FOR IT! I WOULDN'T MIND MEETING A GAL WHO CAN BAKE LIKE THAT! YUMMMM!
WHEN I NEXT SEE MY GRANDMOTHER, I'LL RECOMMEND YOU!
OR MAYBE YOU SHOULD TRY TURNING THE CLOCK BACK!
OF ALL THE SILLY NOTIONS BUZZ GETS THE SILLIEST!
YOU SAID IT! I CAN NO MORE PICTURE MYSELF BAKING THAN WEARING HOOP SKIRTS!
HA! HA! ...YOU'RE SO RIGHT, HEDY!
WELL, I'VE GOT TO BE GOING NOW! S'LONG, PATSY!
LATER...
RECIPE
FLOUR
AND...

THERE!! THIS OUGHT TO PROVE TO BUZZ THAT I'M JUST AS GOOD A COOK AS KATHY!
WAIT'LL BUZZ TASTES THIS! HE'LL REALIZE I CAN DO ANYTHING!
HELLO, BUZZ! COME RIGHT OVER! I'VE GOT A SURPRISE FOR YOU!
THERE...
OH BOY!
ULP!
SPICES
WELL (ULP!) THAT WAS DELICIOUS! EXCUSE ME (URP!) BUT I REALLY MUST GET HOME NOW...
BEFORE I DROP DEAD!
I GUESS I PROVED TO YOU THAT THE OLD FASHIONED GAL HAD NOTHING ON US MODERN MISSES!
4

BUZZ!! I'VE BEEN LOOKING ALL OVER FOR YOU!
OH...(BURP!) HI, HEDY! I'M KINDA IN A HURRY NOW...
SURPRISE!
URK!
UGH!!
LATER...
OHHHHH!
RINGGG!
BUZZ...LOOK!! KATHY JUST MADE ME A BOSTON CREAM COCONUT PIE WITH CHOCOLATE SPRINKLES!
WHASSA MATTA WITH HIM?
SLAM!
THE END

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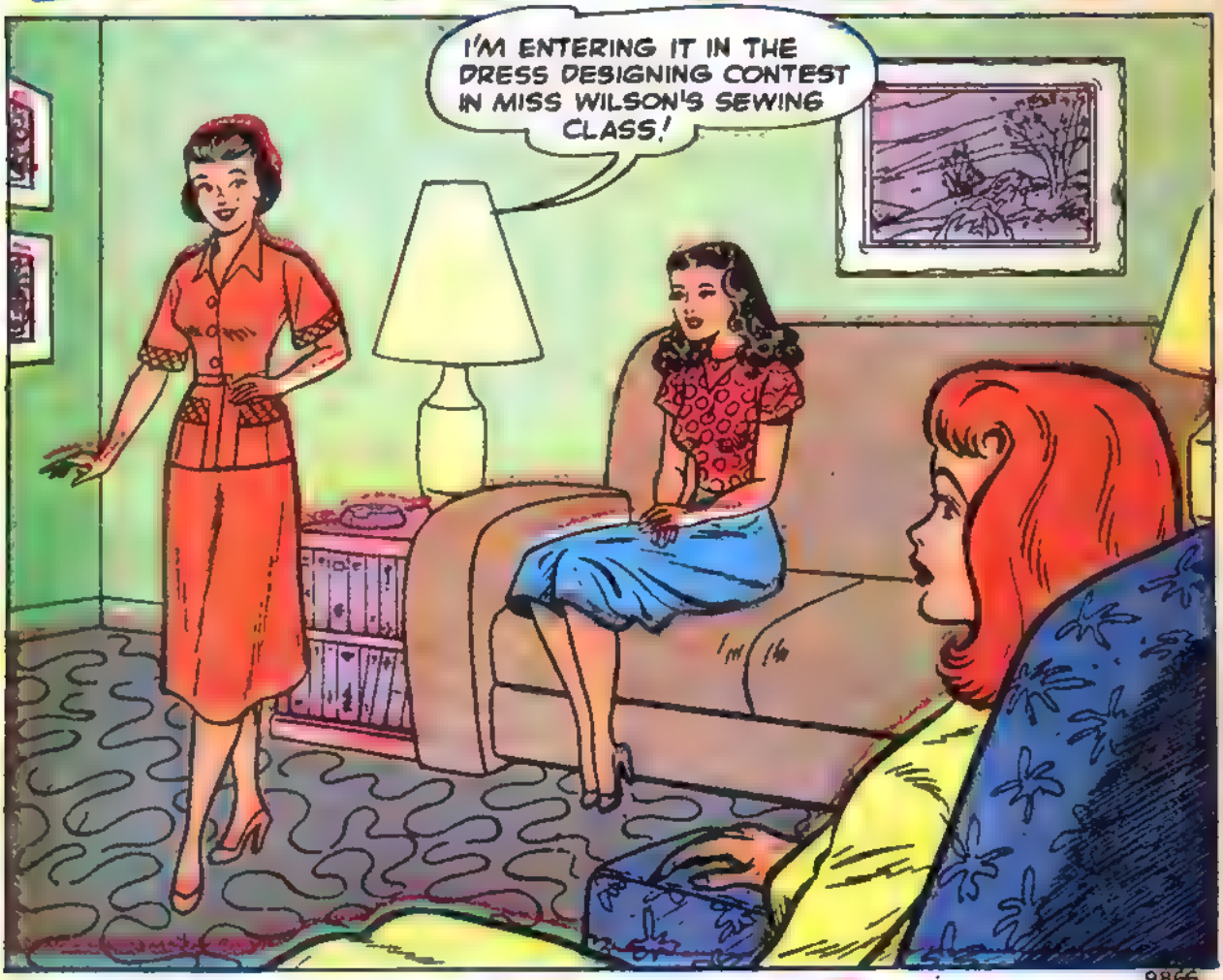
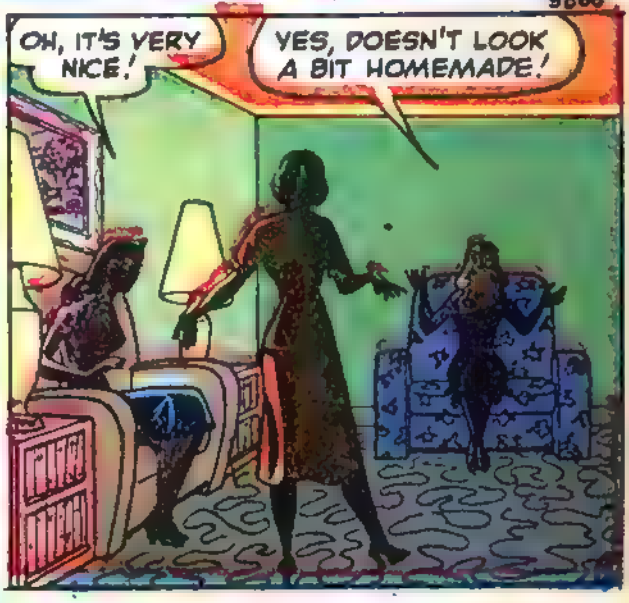
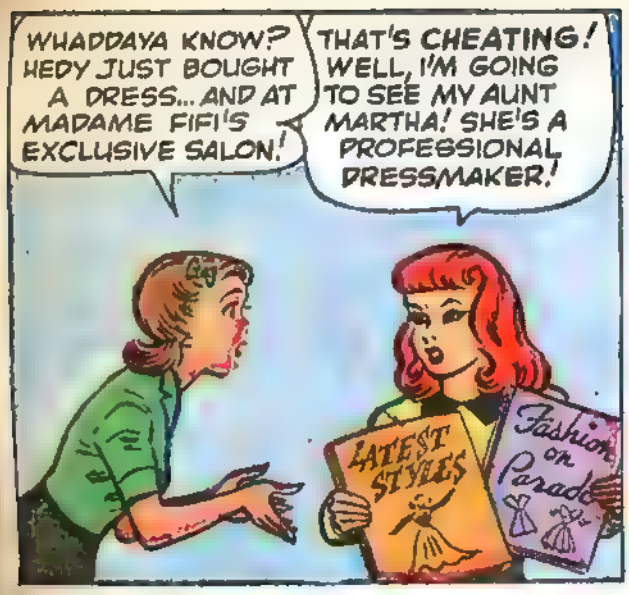
PATSY and HEDY

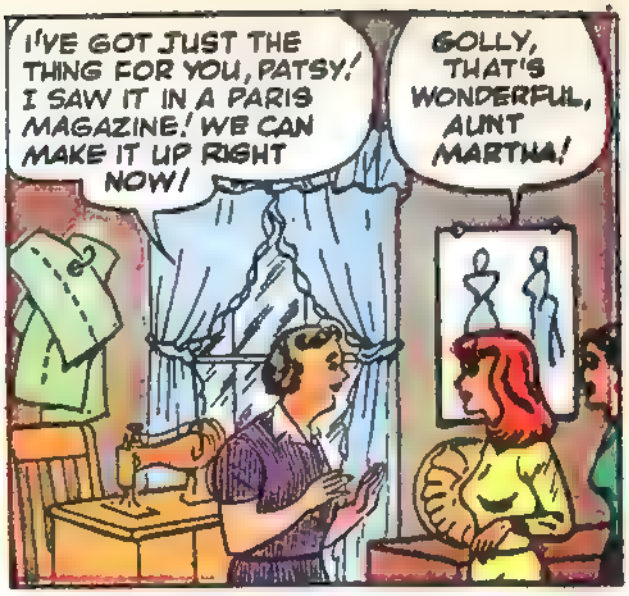


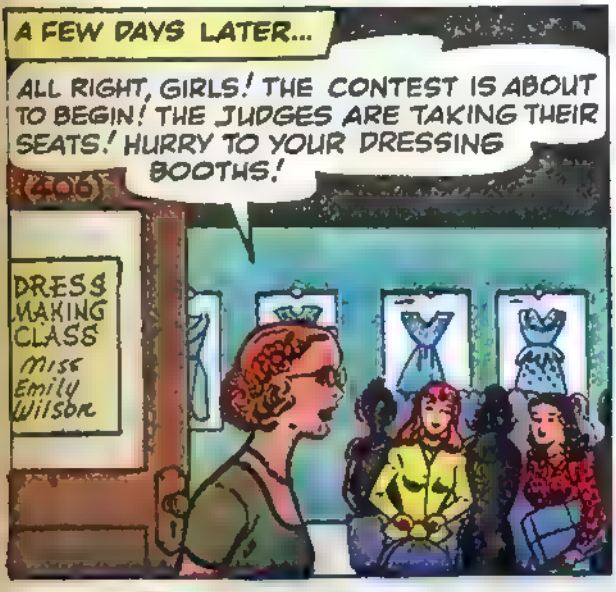


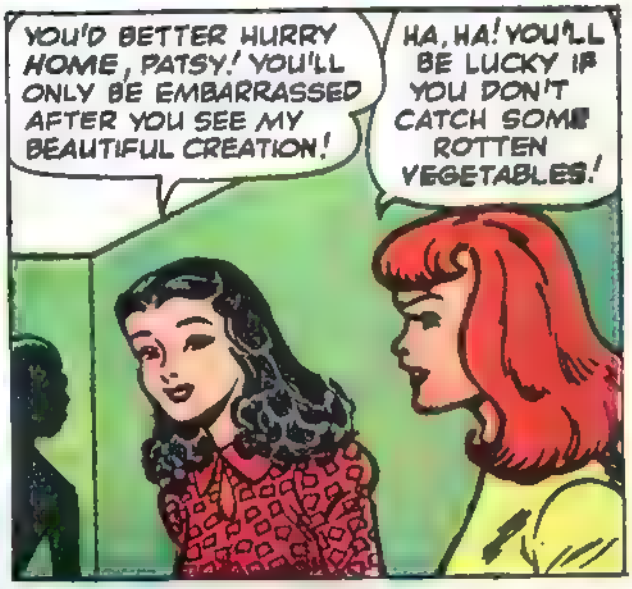
BUT THERE'S JUST ONE SMALL CHANGE I'D MAKE...I THINK THE SLEEVES SHOULD BE LONG!
OH NO, HEDY! THE SLEEVES ARE FINE BUT THE POCKETS SHOULDN'T BE CUFFED!
THE POCKETS LOOK SWELL, BUT THE BUTTONS ARE TOO LARGE!
DON'T BE SILLY, HEDY, THE BUTTONS ARE FINE! IT'S JUST THAT SHE NEEDS A WIDER BELT!
HOW WOULD YOU KNOW WHAT'S GOOD TASTE?
THE WAY YOU DRESS IS PROOF ENOUGH THAT YOU KNOW NOTHING!
I COULD DESIGN RINGS AROUND YOU WITH BOTH EYES CLOSED!
YOU MIGHT DO BETTER THAT WAY THAN YOU'VE DONE WITH THEM OPEN!
WELL, WE'LL JUST SEE ABOUT THAT! I'LL DESIGN AND MAKE A DRESS FOR THIS CONTEST JUST TO SHOW YOU HOW EASILY I CAN WIN FIRST PRIZE!
HA! NOT WHEN THEY SEE MY DESIGN!
2

WHILE I'M ...NG I WANT YOU ...P AN EYE ON ...Y FOR ME, NANCY! CAN YOU DO IT?
I'M NO MATA HARI, BUT I GUESS I CAN DO A GOOD ENOUGH JOB OF SPYING, PATSY!
CENTERVILLE
I'M NOT WORRIED ABOUT ANY COMPETITION FROM PATSY, BUT I'D LIKE TO KNOW HOW BADLY SHE'S DOING!
DON'T WORRY, I'LL KEEP YOU POSTED, HEDY!
Dress Shop
I FOLLOWED HEDY AND SAW HER COPYING DESIGNS OUT OF SHOP WINDOWS!
SO! WELL, TWO CAN PLAY THAT GAME! I'LL BUY SOME FASHION BOOKS!
PATSY JUST CAME OUT OF A BOOK SHOP LOADED WITH FASHION BOOKS!
WELL, THAT WON'T DO HER ANY GOOD! I'M NOT GOING TO EVEN WASTE TIME MAKING MINE!
I WANT TO BUY THE MOST BEAUTIFUL, EXCLUSIVE DRESS YOU'VE GOT!
OUI, MADEMOISELLE WOLFE!
Mademoiselle Wolfe
I HAVE ZE NUMBER ZAT NO ONE HAS SEEN IN ZIS TOWN YET! EET EES ZE LATEST IMPORT!
GOOD! SEND THE BILL TO MY DAD!

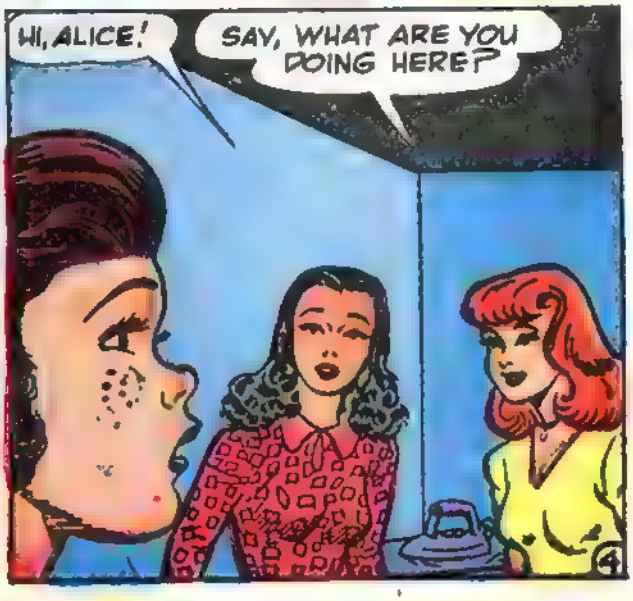

WHADDAYA KNOW? HEDY JUST BOUGHT A DRESS... AND AT MADAME FIFI'S EXCLUSIVE SALON!
THAT'S CHEATING! WELL, I'M GOING TO SEE MY AUNT MARTHA! SHE'S A PROFESSIONAL DRESSMAKER!
LATEST STYLES
Fashion on Parade

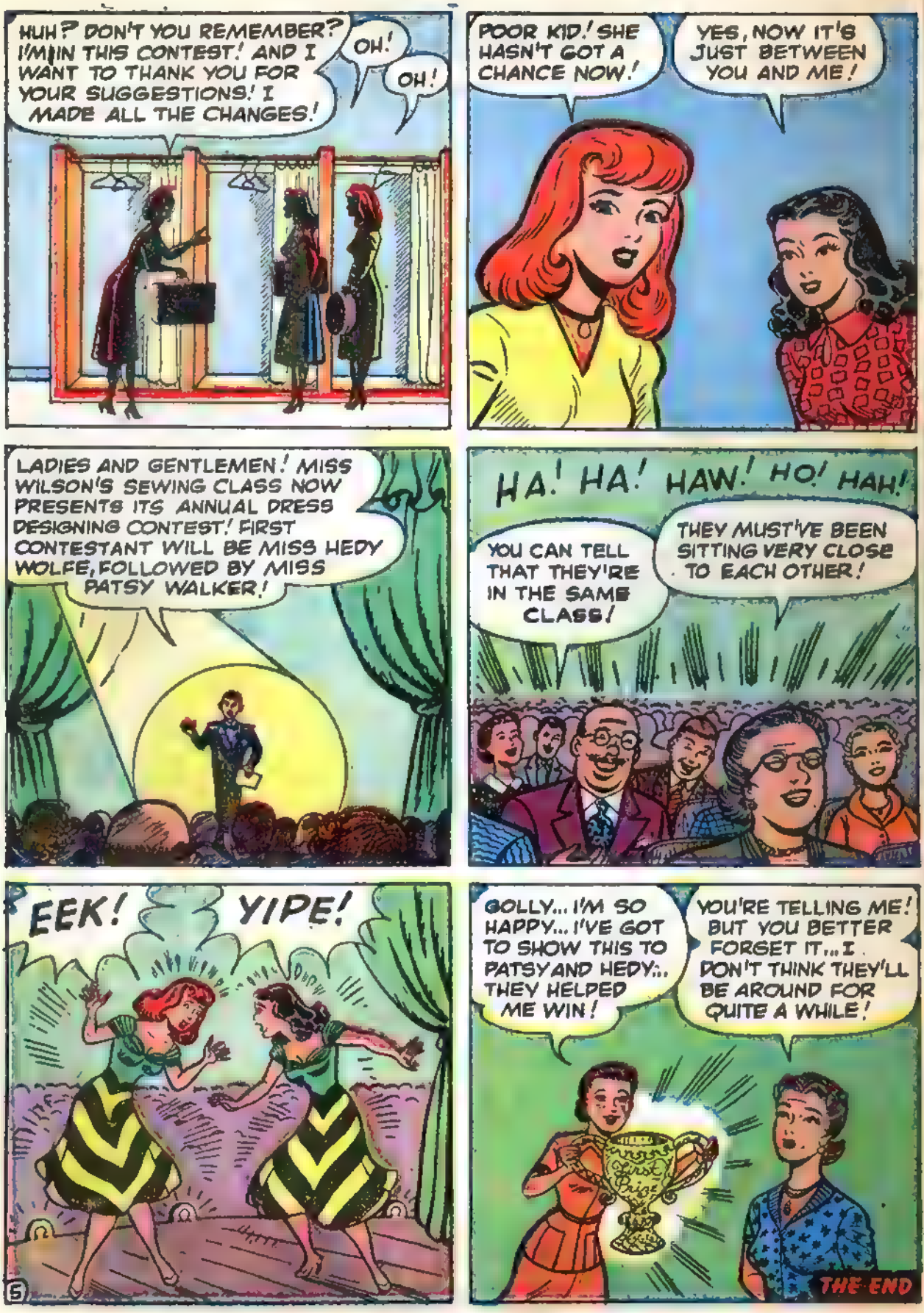

I'VE GOT JUST THE THING FOR YOU, PATSY! I SAW IT IN A PARIS MAGAZINE! WE CAN MAKE IT UP RIGHT NOW!
GOLLY, THAT'S WONDERFUL, AUNT MARTHA!


A FEW DAYS LATER...
ALL RIGHT, GIRLS! THE CONTEST IS ABOUT TO BEGIN! THE JUDGES ARE TAKING THEIR SEATS! HURRY TO YOUR DRESSING BOOTHS!
406
DRESS MAKING CLASS
Miss Emily Wilson


YOU'D BETTER HURRY HOME, PATSY! YOU'LL ONLY BE EMBARRASSED AFTER YOU SEE MY BEAUTIFUL CREATION!
HA, HA! YOU'LL BE LUCKY IF YOU DON'T CATCH SOME ROTTEN VEGETABLES!

HELLO, GIRLS!
DRESSING BOOTHS


HI, ALICE!
SAY, WHAT ARE YOU DOING HERE?
4


HUH? DON'T YOU REMEMBER? I'M IN THIS CONTEST! AND I WANT TO THANK YOU FOR YOUR SUGGESTIONS! I MADE ALL THE CHANGES!
OH!
OH!
POOR KID! SHE HASN'T GOT A CHANCE NOW!
YES, NOW IT'S JUST BETWEEN YOU AND ME!
LADIES AND GENTLEMEN! MISS WILSON'S SEWING CLASS NOW PRESENTS ITS ANNUAL DRESS DESIGNING CONTEST! FIRST CONTESTANT WILL BE MISS HEDY WOLFE, FOLLOWED BY MISS PATSY WALKER!
HA! HA! HAW! HO! HAH!
YOU CAN TELL THAT THEY'RE IN THE SAME CLASS!
THEY MUST'VE BEEN SITTING VERY CLOSE TO EACH OTHER!
EEK!
YIPE!
GOLLY... I'M SO HAPPY... I'VE GOT TO SHOW THIS TO PATSY AND HEDY... THEY HELPED ME WIN!
YOU'RE TELLING ME! BUT YOU BETTER FORGET IT... I DON'T THINK THEY'LL BE AROUND FOR QUITE A WHILE!
First Prize
THE END
5

Complete 15 Piece "TEXAS RANGER" COWBOY OUTFIT all for $1.98

Never Before—Never Again A VALUE LIKE THIS!

Sized to fit all ages from 2 to 12

You Get the Entire COWBOY or COWGIRL OUTFIT *All For One Low Price* $1.98

Here's What Each Outfit Contains!

- Genuine Texas Ranger Eye Mask like all cowboys wear.
- Roomy Neckerchief, beautifully trimmed in black and white.
- Texas Ranger Vest, complete with Ranger Sheriff's badge and decorated fringes.
- Pair of western-style Arm Cuffs.
- Two replica Six-Shooter Guns, resembling in model those used by all the best cowboy marksmen.
- A pair of attractively decorated Gun Holsters, designed wide and deep to provide ample room to hold six-shooter guns.
- Two beautifully-styled, full width Texas Ranger Chaps. (Cowgirl outfit has two-piece Texas Ranger skirt instead of the chaps.)
- Two handsome Cowboy Boot Tops that come right down over regular shoes to make them look like real western boots.
- 144 inches of cowboy-type Rope.
- Official Member Texas Ranger Pocket Charm with 4-leaf clover design and real penny encased in a horseshoe.

BACK VIEW

MONEY BACK GUARANTEE

We guarantee this to be the greatest Cowboy and Cowgirl Outfit value in America today or you can return in 10 days for refund.

ILLINOIS MERCHANDISE MART, Chicago

"Hi There Pardner!"—Here's that complete 15-piece Texas Ranger Cowboy Outfit you've always wanted . . . at a price so low it's virtually a giveaway. Easily the greatest value in our history. You get everything you need—not just a suit or skirt—but the entire outfit as pictured—like those you've admired on your favorite cowboy heroes—all for only $1.98 or 2 outfits for $3.79. The material will literally "wear like iron." It's finest quality 12-gauge vinal, so tough that we actually refer to it as "tear-resistant." You don't even have to wash it to keep this material clean. Just wipe with damp cloth and it stays like new each day. Outfit comes to you complete with easy to follow assembling instructions, clearly illustrated to show where each part goes. Here, in fact, is an outfit to thrill every young buckaroo from ages 2 to 12. Parents, too, will get a real thrill when they see how beautiful these Cowboy outfits look as they help their youngsters don them for the first time. But hurry. The supply is limited and this sensational offer may be withdrawn at any time. Rush your order on the handy coupon today to avoid missing out on this great value.

SEND NO MONEY! Rush This Order Coupon!

ILLINOIS MERCHANDISE MART, Dept. 1119
1227 LOYOLA AVE., CHICAGO 26, ILLINOIS

Gentlemen: Please send the complete 15-piece Texas Ranger Cowboy Outfit as checked below C.O.D. plus postage on your 10-day money back guarantee offer.

☐ Cowboy Outfit @ $1.98 ☐ Cowgirl Outfit @ $1.98
☐ 2 Cowboy Outfits @ $3.79 ☐ 2 Cowgirl Outfits @ $3.79
☐ 1 Cowboy and 1 Cowgirl Outfit @ $3.79

Please state age of youngster getting Outfit _____

NAME _____

ADDRESS _____

TOWN _____ STATE _____

☐ Enclosed is full amount to advance plan only (Be for which you will ship my order as checked above all shipping charges prepaid to my door.

Mothers-Housewives-
HERE'S AN AMAZING
New Plan!

Gorgeous Dresses for You without paying 1¢...

YOUR CHOICE OF MORE THAN 100 BEAUTIFUL NEW STYLES

AND OPPORTUNITY TO EARN UP TO $7.00 IN A DAY IN EASY DELIGHTFUL SPARE TIME VISITING!

Washable Rayweave rayon. Crease-resistant —color-fast. Champagne or Creme-de-Menthe.
Delicate green fern painted on white pique sundress and bolero.
Suit perfection in cool, lightweight rayon—Topaz yellow, White, Coral Red, Navy.

No wonder thousands of happy women everywhere are raving about this amazingly easy plan to get dresses WITHOUT PAYING ONE PENNY! It's so simple! We send you ABSOLUTELY FREE the famous Harford Frocks full color presentation showing more than 100 latest dress styles at LOW, MONEY SAVING PRICES. You show them to friends, neighbors, fellow-workers and members of your family . . . send in as few as 3 orders . . . and presto! . . . you select a dress for yourself, your own style, fabric, and size, and it's yours, without paying even one penny! You can get dress after dress this delightfully easy way, and be doing your friends a big favor, bringing them the very latest fashions at astonishing low prices. Yes . . . all gorgeous, fine quality fabrics . . . all sizes, even stouts . . . and not only dresses, but also lingerie, hosiery, suits, children's wear, etc. You need no experience, and you can do all this in your spare time. Mail the coupon at once for FREE Sample Outfit, and see for yourself.

Imagine! Up to $7.00 in a Day For Your Spare Time!

And here's more great news! If you prefer, you can make good money taking orders—actually up to $7.00 in a single day—because famous Harford Frocks are so exclusive, so well made, so utterly charming, and such wonderful values, that dozens and dozens of women who see them will give you their orders. Yes, when you rush the coupon below you are entering on an exciting adventure . . . dresses of your own without cost — money of your own for all the things you'd like to have. No matter where you live or what your age, rush this coupon now. SEND NO MONEY. Everything you need to start will be rushed to you ABSOLUTELY FREE!

Mail Coupon Now . . . Everything FREE

You've never seen such an elaborate, costly presentation of lovely dresses, and it's all YOURS—ABSOLUTELY FREE—just for sending the coupon. You'll see a complete selection of the very latest gorgeous styles—dresses, separates, mix-and-match, convertibles, new casuals, little girls' dresses—all shown in full real colors and offered in all quality fabrics—rayons, nylons, cottons, woolens, crepes—at amazingly low prices, and guaranteed to fit, wear and launder or money back. You don't pay one penny now or ever for this wonderful presentation. It's ABSOLUTELY FREE! Rush coupon now!

HARFORD FROCKS, Inc.
Dept. O-1105 Cincinnati 25, Ohio

Rush Absolutely Free the complete Harford Frocks Style Presentation so I can start quickly getting personal dresses without paying one cent for them, and making money in spare time.

Name _____

Address _____

City _____ State _____

Dress Size _____ Age _____

HARFORD FROCKS, Inc.

DEPT. O-1105, CINCINNATI 25, OHIO

BUNK!

NOBODY IS JUST "*Naturally*"

SKINNY!

Give Me 15 Minutes A Day And I'll Give YOU A NEW BODY

WOULD you believe it? I was once a skinny 97-pound weakling. People used to laugh at my spindly build. I was ashamed to strip for sports or for a swim. Girls snickered at me behind my back. Folks said I was just "naturally-born skinny!"

Then I discovered my marvelous new muscle-building system—"*Dynamic Tension.*" And it turned me into such a *complete* specimen of MANHOOD that today I hold the title, "THE WORLD'S MOST PERFECTLY DEVELOPED MAN."

ARE YOU
Skinny and run down?
Always tired?
Nervous?
Lacking in Confidence?
Constipated?
Suffering from bad breath?
Do you want to gain weight?
WHAT TO DO ABOUT IT is told on this page!

WHAT'S MY SECRET?

When you look in the mirror and see a healthy, husky, strapping fellow smiling back at you—then you'll be astonished at how fast "*Dynamic Tension*" GETS RESULTS!

"*Dynamic Tension*" is the easy, NATURAL method that you can practice in the privacy of your own room—JUST 15 MINUTES EACH DAY—while your scrawny chest and shoulder muscles begin to swell . . . those spindly arms and legs of yours bulge . . . and your whole body starts to feel full of zip, ambition, self-confidence, and new energy!

"Dynamic Tension" Builds You NATURALLY

Thousands of other fellows are becoming marvelous physical specimens—my way. I give you no gadgets or contraptions to fool with. You simply utilize the dormant muscle-power in your own body. In a very short time, you'll watch it grow and multiply into real, solid, rippling, LIVE MUSCLE.

Charles Atlas

Awarded the title of "The World's Most Perfectly Developed Man" in an international contest.

FREE BOOK Mail coupon now. I'll send my illustrated book, "Everlasting Health and Strength." Tells about my "*Dynamic Tension*" *method.* Shows photos of men I've made into Atlas Champions. It's a valuable book! And it's FREE. Mail coupon to me personally. CHARLES ATLAS, Dept. 60 Q, 115 East 23rd Street, New York 10, N. Y.

CHARLES ATLAS, Dept. 60 Q
115 East 23rd Street, New York 10, N. Y.

I want the proof that your system of "*Dynamic Tension*" will help make a New Man of me—give me a healthy, husky body and big muscular development. Send me your free book, "Everlasting Health and Strength."

Name ..... *Age* .....
(Please print or write plainly)

Address .....

City ..... *State* .....

New Figure Mold Hide-A-Waist

HIDE-A-WAIST Back View

17 Sensational Features

Streamline Your Waist - Hide Bulges

Say "good-bye" to that unbecoming tummy bulge and clumsy waistline . . . AND . . . instead enjoy what you need most for your figure with HIDE-A-WAIST. Wear it and presto-chango—like magic you have graceful alluring curves. The unwanted bulge is evenly and comfortably banished. There are 17 sectional features that effect flattering curves. Keeps you smoothly shapely no matter what angle . . . sit, bend, stand or walk with comfortable, even grace. The secret of glamorous, stylish, women is to look graceful and alluring with a thinned waist line.

Adjustable to TAILOR MADE FIT

The adjustable features of HIDE-A-WAIST allow you to get the custom fit perfection, comfort and attractiveness of a tailor fit. It's practically made to order for your figure. Gives you poise and posture. The 17 sections automatically mold your figure. You get the support you need with unbelievable comfort. You'll delight with what it does for you. The specially designed concave effect is a feature of note because it permits HIDE-A-WAIST to adapt itself to your own diaphragm. You've never seen anything like it. You've never enjoyed so much freedom, comfort and style in anything else you've worn. The four extra-length detachable garters complete HIDE-A-WAIST. Comfortable too, without garters.

BEAUTIFUL IN YOUR HAND
EXQUISITE ON YOUR FORM

You'll marvel at the value and beauty when you see your new HIDE-A-WAIST . . . BUT . . . when you put it on and see your new self, you'll be the happiest girl in the world. You'll look as thin and graceful as a sixteen-year-old nymph. Ladies, to look smart—be smart and order your HIDE-A-WAIST now. It's new and not available in stores. Order direct without risk. You must be 100% delighted or we refund your money. Comes in sizes up to 40. The introductory price is indeed a bargain. Sizes up to 34 only $2.98, plus postage. Sizes 35 and over One Dollar extra. 50c extra for the four extra-length detachable adjustable garters.

You will look charmingly chic in your new Hide-A-Waist. Your stylish waistline will add new glamour to your favorite frock . . . you will walk with an "air" of satisfaction and poise.

ONLY

$1.98

2 for $5.85

FEATURES Galore

17 Sectional Features . . . Streamline Waistline . . . Adjustable . . . Washable — made of Leno Lastex, satin-faced rayon. Fully guaranteed. Lightweight. Cool—Ventilated. Will not wrinkle or ride up. Sizes 24 to 40.

NOTE Fashion has emphasized the streamlined waist. Be up to the minute when you parade your pretty self . . . order your HIDE-A-WAIST now! Send direct to us for your HIDE-A-WAIST today. Wear it 10 days FREE and, if not delighted, return for refund. Act at once, while this introductory offer is open. Just fill in coupon and drop it in the mail. We ship C.O.D. plus postage. But hurry coupon.

10 DAY TRIAL *FREE*

S. J. Wegman Co., Dept. A 444
836 Broadway, New York 3, N. Y.

Rush my new HIDE-A-WAIST three-in-one at once. If I am not thrillingly satisfied I will return it after 10-day FREE trial for prompt refund of full purchase price.

Size.....(waist size in inches).

Also send.....sets of extra-length detachable and adjustable garters at only 50c for set of four.

☐ Send C.O.D. I will pay postman on delivery plus few cents postage.

☐ I enclose payment. The S. J. Wegman Co. will pay postage.

NAME.....

ADDRESS.....

MAIL COUPON NOW